

ARIZONA

Grain Research and Promotion Council

News Release



For Immediate Release
June 13, 2006

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New Video Highlights “Desert Durum: Gem of the Southwest”

(Phoenix) – A new video has been released to highlight the prime ingredient in some of the world’s finest pasta. The Arizona Grain Research and Promotion Council announces the release of “Gem of the Southwest,” a 14-minute video about Desert Durum®. The video was produced to inform consumers about the unique wheat crop, grown only in the southwest deserts of Arizona and California.

Content

The video answers questions such as:

- What is Desert Durum® and what makes it unique?
- What market classes of wheat are grown in the U.S.?
- How is Desert Durum® produced?
- What do millers and pasta makers value about Desert Durum®?

Formats

The video is available in both DVD and VHS formats. The DVD version contains chapters for selection of individual topics.

Cost

Single copies will be provided at no charge to media, educational and service organizations and schools for use in educating the public and enhancing the image of Arizona agriculture.

Additional copies will be purchased for \$12.50 each.

Request A Copy

Via mail

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Via e-mail

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